T·M·A
TOY MANUFACTURERS OF AMERICA

TOY MANUFACTURERS OF AMERICA, INC.

NATIONAL STATISTICS PROGRAM

SHIPMENTS
1982 vs 1983

February 1984

SHIPM

DOLLARS (First B
1982
Volumes have been projecte
(Estimated vo

	DOLLARS			UNITS		
	1982	**1983**	**% Change**	**1982**	**1983**	**% Change**
I. ACTION FIGURES/ DOLLS & ACCESSORIES	$882	$1,049	+19%	236	317	+34%
Action Figures	112	216		50	97	
A.F. Accessories	76	160		9	26	
Baby Dolls	105	160		12	17	
Fashion Dolls	123	116		23	21	
Mini Dolls	84	43		19	16	
Stuffed Dolls	46	45		11	17	
Other Dolls	121	86		60	81	
Fashion Doll Access.	89	65		32	22	
Other Doll Access.	55	44		15	11	
Doll Houses/Furn.	71	114		5	9	
II. GAMES/PUZZLES (NON-ELECTRIC)	$617	$508	—18%	192	167	—13%
Children's Board Games	63	59		15	14	
Other Board Games	127	142		26	29	
Action/Skill Games	151	87		25	16	
Card Games	42	40		25	23	
Puzzle Games	64	13		18	4	
Other Non-Elec. Games	92	91		27	31	
Cardboard Puzzles	58	56		48	42	
Wood Plastic Puzzles	20	20		8	8	
III. TOTALLY ELECTRONIC GAMES	$2,605	$2,397	—8%	86	93	+7%
Electronic Learning Aids	102	67		6	4	
Elec. Hand Held/Tabletop	353	170		12	7	
TV Video Systems**	950	760		8	7	
TV Video Software**	1,200	1,400		60	75	
IV. SPORTS/OUTDOOR TOYS	$348	$328	—6%	72	67	—7%
Playground Equipment	78	80		3	3	
Wading Pools	46	51		16	12	
Foam Sports Toys	26	31		7	9	
Water/Sand/Pool Toys	21	26		10	12	
Other	177	140		36	31	

* First Billing Value: first price paid for a

** Source: Electronic Industries Associat

MENTS

ing Value) & UNITS*
s 1983
to reflect total Industry levels
mes in millions)

	DOLLARS			UNITS		
	1982	**1983**	**% Change**	**1982**	**1983**	**% Change**
V. RIDING TOYS	$232	$255	+10%	19	21	+7%
Plastic Tricycles	74	79		6	6	
Metal Tricycles	28	34		2	2	
Non-Pedal Ride-Ons	30	40		3	4	
Riding Sports	13	21		5	6	
Other Riding Vehicles	87	81		3	3	
VI. NON-RIDING TRANSPORTATION	$752	$707	—6%	231	297	+28%
Battery Operated Vehicles	159	181		27	32	
Mechanically Operated Veh.	120	80		31	18	
Elec. Car/Truck Sets/Access.	58	46		2	2	
Elec. Train Sets/Accessories	57	56		4	4	
Non-Powered Veh. Sets/Access.	115	70		20	11	
Non-Powered Veh. 6" or Less	136	171		130	209	
Non-Powered Veh. Over 6"	107	103		17	21	
VII. ARTS/CRAFTS/MODELS	$353	$326	—8%	173	177	+2%
Paint Sets & Supplies	44	40		25	26	
Other Sets/Supplies	236	215		118	123	
Plastic Model Kits	73	71		30	28	
VIII. MISCELLANEOUS ACTIVITY TOYS	$215	$246	+14%	111	130	+16%
Wipe-Off Boards/Magic Slates	4	4		7	7	
Paper Dolls	1	1		1	1	
Reuseable Compounds	16	17		12	20	
Mechanical Design Toys	17	20		4	5	
Musical Toys	54	59		10	12	
Remaining Misc. Activity	123	145		77	85	
IX. ROLE PLAYING TOYS	$144	$170	+18%	58	51	—11%
Powered Appliances	7	13		1	2	
Non-Powered Appliances	20	70		5	7	
Other Household/Food Toys	39	38		14	15	
Other Role Playing Toys	78	49		38	27	

item in the U.S.

n/Consumer Electronics Group (JAN. 1984)

continued on back page

	DOLLARS			UNITS		
	1982	1983	% Change	1982	1983	% Change
X. INFANT/PRE-SCHOOL	$459	$493	+7%	120	130	+8%
Infant Toys	131	162		52	57	
Pre-School Blocks	22	21		6	6	
Pre-School Learning Toys	17	15		6	5	
Pre-School Talking/Sound Toys	47	58		8	11	
Pre-School Tub Toys	6	9		4	6	
Pre-School Push/Pull Toys	27	24		7	7	
Pre-School Playsets	55	39		5	5	
Remaining Pre-School	154	165		32	33	
XI. REMAINING MISCELLANEOUS	$894	$975	+9%	391	422	+8%
Toy Guns/Rifles	53	54		17	18	
Bldg. Sets/Construction Toys	73	97		11	16	
Science Kits/Accessories	21	14		2	2	
Activity Books	70	73		140	153	
Learning/Study Books	11	9		17	11	
Remaining Books	71	111		90	104	
Plush	281	314		65	70	
Puppets	2	3		1	3	
Audio/Visual	231	239		35	32	
Educational Toys	7	7		6	7	
Children's Furniture	74	54		7	6	
• **TOTAL INDUSTRY**	**$7,501**	**$7,454**	**—1%**	**1,689**	**1,872**	**+11%**
• **INDUSTRY EXCL. TV VIDEO**	**$5,351**	**$5,294**	**—1%**	**1,621**	**1,790**	**+10%**

NOTES

- Number of Companies Responding = 65
- These Companies accounted for 54% of Industry *** shipments (dollars) in 1982 and 60% in 1983
- Figures include imports

*** Excluding TV Video

Data compiled by:
John O'Hara
The NPD Group
900 West Shore Road
Port Washington, New York 11050
516-625-0700

THE NPD GROUP

in conjunction with:
Toy Manufacturers of America
200 Fifth Avenue
New York, N.Y. 10010
212-675-1141

HOME COMPUTERS & GAMES

Data reflected in this summary have been developed from input provided by EIA/CEG Marketing Services Committee members and outside research firms. These figures are not derived from regular EIA Marketing Services Department reporting programs.

HOME COMPUTERS

	Total Sales to Dealers in Units (Thousands)	Total Factory Sales in Dollars (Millions)
1982	2,000	1,300
1983	4,800	1,950
1984	6,800	2,750

HOME COMPUTER SOFTWARE

	Total Sales to Dealers in Units (Thousands)	Total Factory Sales in Dollars (Millions)
1982	na	250
1983	58,000	1,050
1984	88,500	2,200

PROGRAMMABLE VIDEO GAMES

	Total Sales to Dealers in Units (Thousands)	Total Factory Sales in Dollars (Millions)
1980	2,200	na
1981	4,200	na
1982	8,200	950
1983	6,650	760
1984	5,000	450

VIDEO GAME CARTRIDGES

	Total Sales to Dealers in Units (Thousands)	Total Factory Sales in Dollars (Millions)
1980	9,000	na
1981	30,000	na
1982	60,000	1,200
1983	75,000	1,400
1984	74,300	1,500

Input to the above summary was provided by:
Frost & Sullivan
Future Computing, Inc.
International Competitive Assessment
MacIntosh International
The Stinson Report
The Yankee Group
Venture Development Corp.

Source: Electronic Industries Association/Consumer Electronics Group (January 1984)